

PUSHIDA NAJARN

UX/UI DESIGNER

Passionate about *unlocking user insights* and designing intuitive user interfaces through human research.

◆ SUMMARY

Dedicated UX Designer skilled in user interface design, human research, and data analysis. Proven ability to create user-centred solutions through insightful research. Strong empathy for clients and stakeholders while prioritising business value. I focus on delivering impactful designs that enhance user experiences. Enthusiastic to learn new skills and technologies. Familiar with the working in Agile process e.g. the sprint cycle, the daily standup and the retrospective.

◆ EXPERIENCE

AXONS Co., Ltd. (CPF IT CENTER CO., Ltd.)

UX/UI Designer

MAR 2023 - MAR 2025 📍 Bangkok, Thailand

- Assigned as Main UX/UI for financial projects. Designed user-centred interfaces for over 45+ financial programmes and mobile apps in AXONS MOVE and AXONS FINANCE, enhancing usability and user satisfaction.
- Translated complex financial processes into user-friendly designs, enabling seamless interactions for diverse user demographics with UX process e.g. User Journey, Autoethnography, or Observation) And increased users' satisfaction 33% in two week after first launch.
- Analysed user feedback and data analytics e.g. GA Analytics and CSAT to iteratively improve design solutions.
- Developed Figma Libraries to streamline collaboration between UX/UI and development teams.
- Provided consultancy to both my team and the Strategies team by often facilitating mini workshops focused on UX best practices.

Harlaxton Manor

UX Designer

MAY 2022 - OCT 2022 (6 mos) 📍 Lincolnshire, UK

- Conducted user research, wireframing, and prototyping to develop designs (webpage, booking, gamification, etc.) and activities for Christmas event at Harlaxton.
- Created Design System and Event themes for their foundation and design guidelines.
- Utilised usability testing to validate design decisions and gather user feedback, leading to improved and increased users' satisfaction. Successfully increased visitors (15%) and positive feedback (25%).

GENGAME Ltd.,

UX Designer - Internship

NOV 2021 - MAR 2022 (5 mos) 📍 Leicester, UK

- Created the 'Saving Energy Challenge' gamification for hybrid workers that does not cost money to received a reward, which is one of the ideas selected by GenGame from students to be developed into their app.

FREELANCE

Creative Designer / Content Creator / Graphic Designer

JAN 2019 - MAR 2023 (4 yrs 3 mos) 📍 Bangkok, Thailand

- Collaborated with multiple brands and projects such as a freelance content creator to develop engaging branding, identity, and storytelling content.
- Developed and re-designed clients website layout, which improved user experience and satisfaction by 10-20% (feedback by clients)

The Leo Burnett Group Thailand

Creative Art Director (Internship - part time)

JUN 2018 - NOV 2018 (6 mos) 📍 Bangkok, Thailand

- I worked with the senior designer and creative team to create engaging social media content for MK brand and also analysed the achievements and failures of consumer's trend efforts using data analytic.

◆ CONTRACT

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Pushidasign.com

◆ EDUCATION

Loughborough University, UK 2022

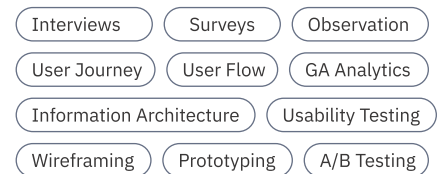
MSc User Experience design (Merit)

Silpakorn University, Thailand 2019

Bachelor of Communication Arts,
Advertising

◆ SKILLS

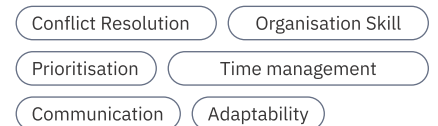
Research and UX process



User interface



Soft Skills



◆ TOOLS

- Figma and Figma
- Zeplin
- Marvel
- Adobe photoshop / illustrator
- Google form and Google Sheets
- Looker Studio
- Azure

◆ Certified

- AI for Designer
- Mobile UX Strategy
- Accessibility: How to design for all